

Cottonwood Heights Arts Council Meeting

May 3, 2017

6:00pm – 7:30pm – City Building

Scribe: Jannalee Hunsaker

Attendance: Becky, Kim, Jannalee, Elise, Jennifer, Char, Mariam, Sheila, Bill, Mike

Excused: Courtnie



Member	Agenda Item	Discussion	Action Items – Assignments
Becky	Roll Call	Approval of Minutes –	
Becky	Message from Chair	“Happiness is a byproduct of an effort to make someone else happy” <i>Gretta Palmer</i> . Volunteers and people who provide service are happy people. It’s makes a community better.	
		New Member – Miriam Aiazzi ( pronounced iYatzee)– lived in Cottonwood Heights for 3 years. Her strength is marketing. Welcome Miriam!!!	
	Jannalee   Kim	Evaluation of: Annie Auditions – Auditions went great. We had a tremendous turnout! We’ll review ways we can improve the audition  call back process for future auditions. Annie Pro Team – Kim – PRODUCTION Team in place, May 13 <sup>th</sup> is the 2 <sup>nd</sup> mtg and then a cast read through. It’s going to be a great show! It’s important that we as an Arts Council have a positive experience with the public. This show has put Cottonwood Heights on the “Theater” map. <b>Sheila</b> will make sign up sheets for people to sign up for production help. Will have them out on the May 13 <sup>th</sup> cast meeting. Parents will be asked to volunteer for at least 10 hours for the show. It can be part of rehearsals, makeup, costumes, stage crew, selling tickets, concessions etc.	
	Free Concert Update	<b>TOMORROW!</b> Rocky Mountain Strings Orchestra playing at <b>Brighton HS May 4<sup>th</sup></b> . What needs are there for council to do: <b>HELP at Concert! Starts at 7:00</b> <ul style="list-style-type: none"> <li>Hand out programs. <b>Jennifer</b> will pick up Thursday and take to Brighton.</li> <li>Technical support – Sound and Lighting.</li> <li>Photography – we need pictures taken of the event – <b>Sheila</b> will take some pictures.</li> <li>Taking the donations.</li> </ul> <b>Council members be there at 6:15pm.</b> Can leave at 7:15 if you need to. Kim will arrange for cash box and credit card payments. Council members wear council shirts.	<b>Kim</b> – Print programs, donation sign, graphic for way finding at Brighton. Bank deposit slip. <b>Jennifer</b> will pick up all for concert. All donations must be deposited in the Zions Bank Night Deposit after the concert.  <b>Kim</b> will leave iPad for electronic payments with <b>Jannalee</b> . Jannalee will deposit all funds in Zions Bank after the concert.
	Update Upcoming Events (90 days)	Pole Project Update: Kim Art Display at City: Felicia Chark Art: Char Char wanted to know if want to print bumper stickers or vinyl stickers to advertising the Council. For a \$5.00 donation they get a sticker.	We will have a booth at Butlerville to market the Arts Council, Annie, Pole Art, etc. We will need many council members to help all day long. <b>Chalk Art starts at 8:00am.</b>

		Provide some kind of inexpensive give-away ( Candy, water, pens, etc) with our new logo and tag line.	<b>Booth time – 12:00 – 6:00pm.</b> One person at booth, and a runner to help run communications between event and booth. <b>Saturday July 22nd.</b>
Becky	June Newsletter	<p>What do we want in the June Newsletter ?</p> <ul style="list-style-type: none"> <li>• Annie Cast list – thank you to everyone who came to audition.</li> <li>• Upcoming Events – 30-60 days</li> <li>• Ongoing art gallery at city building</li> <li>• Chalk Art</li> <li>• Pole Art Voting – visit the Booth at Butlerville days to vote for the powerpole contest.</li> </ul> <p>We need to come up with our own marketing packet that we can advertise ALL events. Have a “kit” at the booth at Butlerville days.</p> <p><b>Need submission by May 10<sup>th</sup>.</b></p>	
Kim	Musical Update	<p>Intermission Sales ideas: Locketts, Bread, cookies, candy</p> <p><b>Monday Night family pricing</b> – 5 pack of tickets for \$40 Group Sales. Buy 4 get one free. Have the cast help sell tickets. Incentives for cast to sell – Sell 10 tickets – get one free. Buy tickets during tech week – give a \$1.00 off discount</p> <p><b>Food trucks</b> – on a special night with group ticket packaging.</p> <p>Have a “<b>dinner and Theatre</b>” night – sell tickets that would include “dinner” at the food trucks – so the ticket could be \$20 that would include the price of dinner and theatre.</p> <p><b>Cast Tickets</b> – 2 Comp tickets can be used for the first two nights of the show.</p> <p><b>Marketing Needs</b> – Banners, Billboards, Tshirts, parade flyers, flyers in local businesses.</p> <p>No assigned seats – general admissions.</p> <p>\$10.00 per ticket – all ages.</p>	
Becky	Graphic needs for upcoming events	<p>Annie Musical – Need by June 10th</p> <p>ZAP Appreciation Poster to frame – Need by June 10<sup>th</sup></p> <p><b>New Council logo - Need asap</b> to help with our initiate to rebrand the council and to push for partner sponsorship. We need logo to order new apparel for council members to also help market the council at all of our events coming up.</p> <p>Brenda and Courtne – Submit 1-2 design logos for the council to vote on.</p> <p>Send to Kim as soon as possible, we will send out to the council for voting via email to expedite ordering things.</p>	<p>Name of event: ANNIE (Musical)</p> <p>Date: July 28, 29, 31, Aug 4,5</p> <p>Time: 7:00pm</p> <p>Location: Cottonwood Heights Theatre at Butler Middle School 7530 S 2700 E CH</p> <p>Support copy: ?</p> <p>Logos: Arts Council, ZAP</p> <p>Size: Social Media, banners, ??</p> <p>(Dates in bigger font – no times)</p> <p>Name of event: ZAP Poster (not an event)</p> <p>Date: No date</p> <p>Time: No time</p>

			Location: No location Support copy: ? Logos: Arts Council, ZAP Size: Large Poster (See Kim or Jannalee for example)
		Drop Box folder is something we need to utilize to place all templates, pictures, etc. <b>Kim</b> said we have one . We'll need to have a training on this in the enxt meeting so everyone knows how to drop things and access things.	
		<p>An Arts Council Event Kit needs to be created so that it's placed at every event that calls attention to the Arts Council – here is who we are, what we do, Why arts in a community is important. We need one of these for every event and marketing ourselves at every event.</p> <p>Come up with a clever Tag Line. Create branding and identity for the council. We need to improve our branding!!!</p> <p>This is part of our goal this year – we need to explore partners in the community that will help with additional funding.</p> <p>We need to market all our events using “The Cottonwood Heights Theatre” at Butler Middle School.</p>	<p><b>Council members</b> think of tag lines for branding.          Example: “Cottonwood Heights, Art Elevated”</p> <p><b>Submit ideas to Becky and Kim this week!</b></p> <p>We want to move as fast as we can with a new logo and tag line to order things – we can hand out things and market ourselves at Butlerville days and the Musical.</p> <p><b>Event Kit</b> – We need two point persons to start to develop this. <b>Char and Miriam</b> - map out what is needed in kit and make assignments to council members to help with completion of items.  <b>Due date</b> is our June Council meeting – <b>6/7</b> so we have the Kit completed for Butlerville days booth.</p>
Jennifer / Char	Fort Union Beautification – Power Pole Art	<p>Update on project. What are the needs going forward?          Press release is ready. Need comments from mayor if possible.          Char will help blast this to news outlets etc. closer to date.          What is needed from council to support project?          There are 20 people who have shown interest in the project. The question most people are asking is if they will be reimbursed for supplies.          The budget is \$3000 – the prize is \$1000          \$2000 – to cover all other costs:</p> <ul style="list-style-type: none"> <li>- Priming and prepping the poles. (Sand, prime and seal) - Donated??</li> <li>- Labor to prep using city workers - \$500-1000</li> <li>- We will start with 5 poles – There are NEW poles that we could use that would save us the prepping costs.</li> <li>- Artists will be reimbursed up to \$100 for supplies.</li> </ul> <p><b>Char</b> is ready to blast press release soon.</p> <p><b>Deadline is May 15<sup>th</sup> – the council will hold a special meeting on May 17th to vet out the candidates and which art submissions to select.</b></p>	<p>Event graphic should be shared by all council members. See CH Arts Council FB page.</p> <p><b>Jennifer</b> will go ask Home Depot if they would donate the primer. Mike suggested taking some police with you and state “We’re here to help you when you have theft situations, we’re wondering if you could in turn help the city?”</p> <p>Some of the businesses that have had the new poles moved so close to their business, may have an issue with the pole art. Council members will need to help market the art ideas to these businesses so they support the project. .</p>

		<b>Council members will meet on Wednesday May 17th to go over submissions. Start at 8:00pm. Jannalee will send out an email reminder.</b>	
Becky   Char	Sponsorship	<p>Update on sponsorship – We need to start hitting the companies in our community hard to help raise money. We need to get our new logo done and start branding it. We need to start with personal visits to companies and connect with companies.</p> <p>Give 20 tickets for ANNIE to companies for a \$300 donation.</p> <p><b>We need to have a separate meeting to discuss marketing strategies with the members whose strengths are Marketing.</b></p> <p>-what's in it for company to partner with us.  -playbill advertising, advertising on all events, Butlerville days advertising exposure.  -being a long term sustaining partner.</p>	<p>Marketing Strategy meeting with Char and Miriam and anyone else who wants to be involved. Come up with a Plan of Action for the entire council to implement our Sponsorship Initiative.</p> <p><b>May 10<sup>th</sup>. 6:00pm –</b></p> <ul style="list-style-type: none"> <li>- Branding</li> <li>- Fundraising</li> </ul> <p><b>Char will send an email to council members that breaks out the marketing “tree” with an outline of the meeting.</b></p>
Becky	Volunteer Needs Sheila/Bill	<p><b>Volunteers are needed for upcoming events:</b></p> <p>-Concert May 4<sup>th</sup></p>	
Becky	Website	<p>Our website needs to be evaluated and enhanced.  What are the steps necessary to make changes?</p>	No discussion
Becky	2017 Events	<p><b>ALL EVENTS NEED TO BE ON OUR WEBSITE.</b>  <b>All events are on a graphic that is on our social media sites.</b></p> <ul style="list-style-type: none"> <li>- Spring youth orchestra – May 4<sup>th</sup> – (Rocky Mountain Strings)</li> <li>- Chalk art at Butlerville days – July 24<sup>th</sup> ( Char )</li> <li>- Community Musical – Annie – July –Aug ( Kim   Becky   Jannalee)</li> <li>- Children's Play   Project Drama – October ( Elise)</li> <li>- Ongoing Art Gallery in city building – Spring/Summer/Fall ( Felicia /Jennifer)</li> <li>- Art Show – September / Reception Sept 21<sup>st</sup>. (Felicia)</li> <li>- Christmas Concert – Joshua Creek – December 16<sup>th</sup> ( Jannalee)</li> <li>- Christmas Arts and Crafts at City Tree lighting – Nov/Dec</li> <li>- Other (Fundraiser – Sing-a-longs, Talent Competitions, Movie in the Park, etc.)</li> <li>- Sing along summer sensation. (Jennifer – GREASE)</li> </ul>	Dec arts and crafts – add food trucks and music groups to come perform. Focus on getting younger millennials to attend. Food trucks, Santa, bands, social atmosphere.
Kim Jennifer Felicia	Art Display at City	<p>May 1<sup>st</sup> – need art for display at the City. Felicia  Jennifer – report on communication with art teachers and any other interested parties?</p>	<p><b>Jennifer</b> is working on art for May.  <b>Felicia</b> is working for June, July, Aug.</p>
Kim	Members	We need to all try to recruit more council members!!	
All	Round Table		

**Next Meeting – June 7<sup>th</sup> 6:00 pm**

### Parking Lot Items

Art Council Logo Business Cards Website Improvements Excellence in the Community	Art Festival – group Art, photography, music together Fund Raising Event Creating an Art Guild Arts Council Wearables	
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